

1985 Program

ISPS

PROGRAM

11 responses

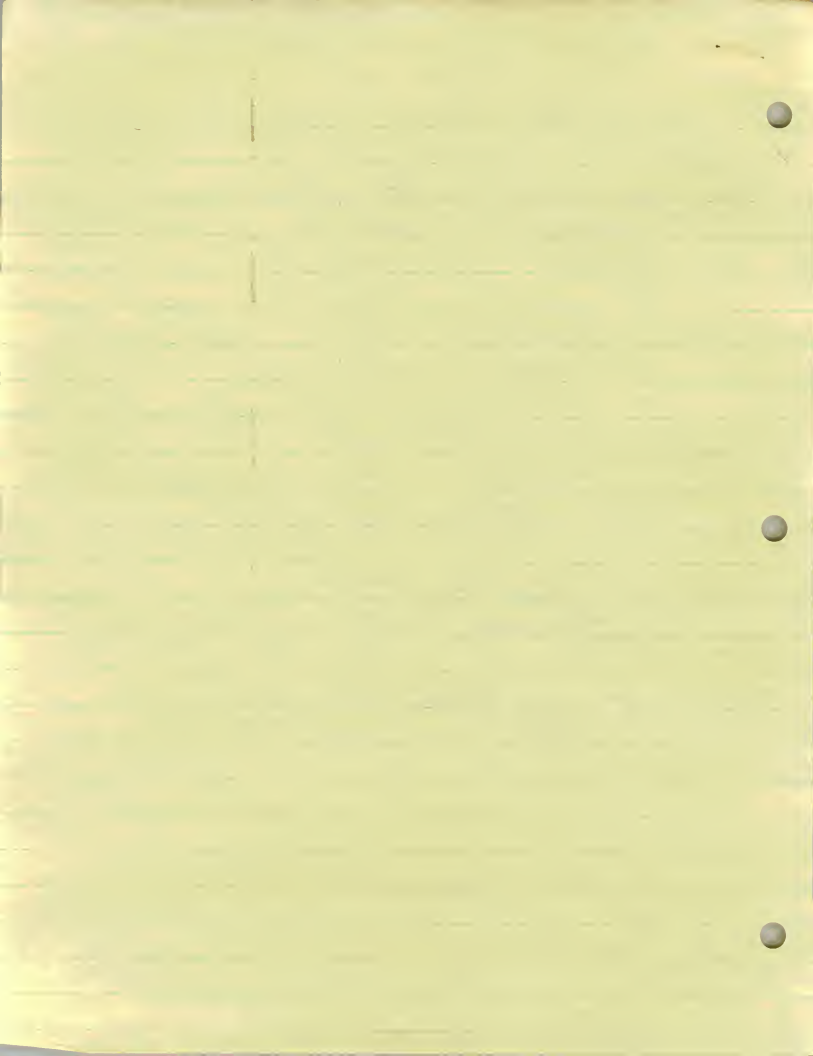
Reports: Very Satisfied	60%	58%
Moderately	30%	33%
Dissatisfied	10%	9%

Hollie: Moderately	10%	8%
Did Not Use	90%	92%

Client Conference: Very Satisfied	20%	25%
Moderately	20%	17%
Did Not Attend	60%	58%

Client Support: Very Satisfied	90%	91%
Moderately	10%	9%

Overall Program Very Satisfied	50%	45%
Moderately	50%	55%



1986

ISPS Program

12 responses

Reports :	Very Satisfied	64%	58%
	Moderately	27%	33%
	Dissatisfied	9%	9%

Hotline :	Very Satisfied	8%	17%
	No use	91%	83%

Client Support :	Very Satisfied	75%
	Moderately	18%
	No Use	8%



ISPS Program

1986 INPUT PERSONNEL

	Extremely Competent	Mostly Competent	VARIABLE	Weak	No Contact	
Sales Staff	17%				83%	
Hotline	8%				92%	
Research	40%	8%			52%	

Comments

- INPUT lacks dedicated staff to handle IS related issues
- Never see or hear from sales staff
- Good relationship with NY staff
- Harvey is missed - never here from Mountain View except at renewal time
- No one at INPUT encourages use of the service



Significant Benefits of Program

- Keep up on IBM (RV reports) 111
- Keep current on major issues facing IS departments 144
- See how other companies handle IS related problem
- Sound description of products and new technology 11
- See what problems user's are facing 11
- Use INAUT's RV forecasts as a check on IDC
- Help with long term planning 11
- Compare INAUT's recommendation with what we are doing



Significant Weaknesses

Residual Value no longer covers Amdehl & NAS

INPUT needs to take a harder stand on issues - needs firm recommendations

Lack of dedicated staff to handle IS issues //

More examples of what other companies are doing

Don't use that much to determine weaknesses //

No real weaknesses //

Doesn't cover enough current topical issues //
young users, short term needs

Reports in '86 are a rehash of MAPS //
reports to much overlap no real
new insights. 86 not as good as 85

Reports aren't frequent enough, not enough //
reports

Lack of a presentation //

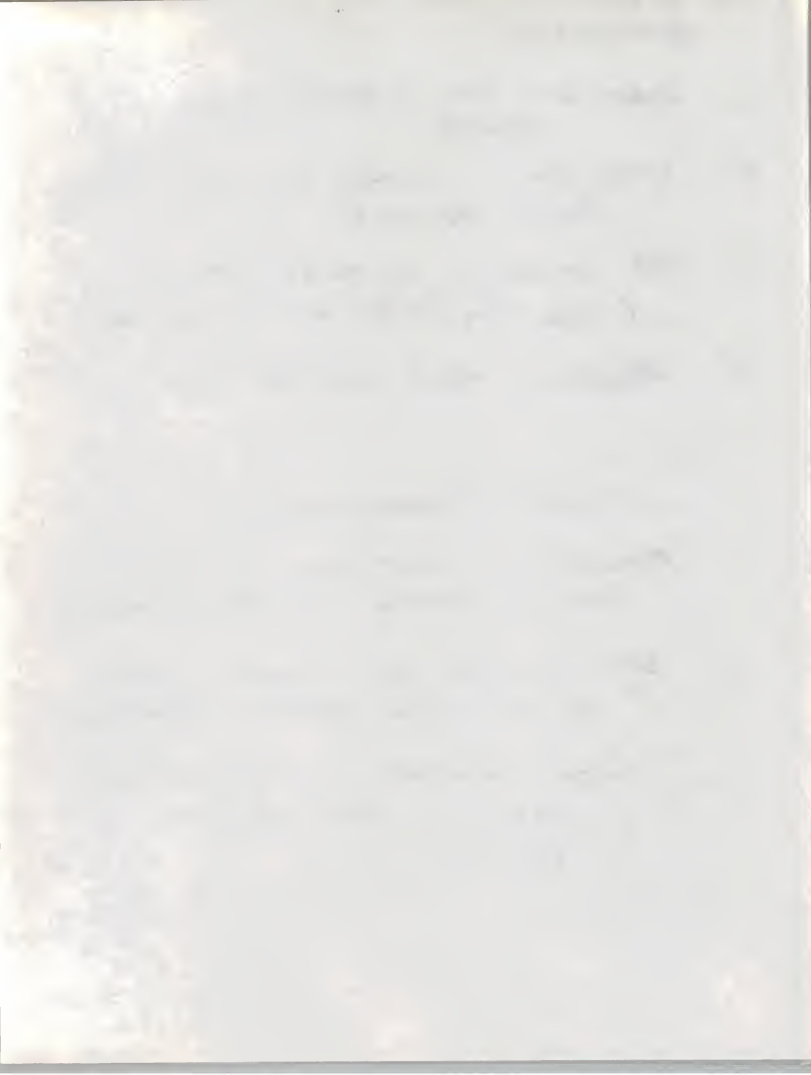


Weaknesses

- ① Timeliness and outdated major profiles
- ② Directory - wanted by most but needs updating
- ③ No interest in real small (less than \$5 million) companies
- ④ Response time on hotline

Suggested improvements

1. Indicate in directory if we have a profile on the company
2. Ship profiles by service mode
i.e. all slw vendors together
3. Keep profiles in alphabetical order - this system is best !!



CNMS 1985 Program

1986

Profiles:

Very Satisfied	57 %
Moderately	37 %
Dissatisfied	6 %

Hotline:

Very Satisfied	41 %
Moderately	55 %
Dissatisfied	4 %

VFW:

Very Satisfied	50 %
Moderately	50 %

Client Support:

Very Satisfied	83 %
Moderately	17 %

Overall Program

Very Satisfied	60 %
Moderately	40 %

Profiles

Very	57 %
Moderately	37 %
Dissatisfied	6 %

Hotline

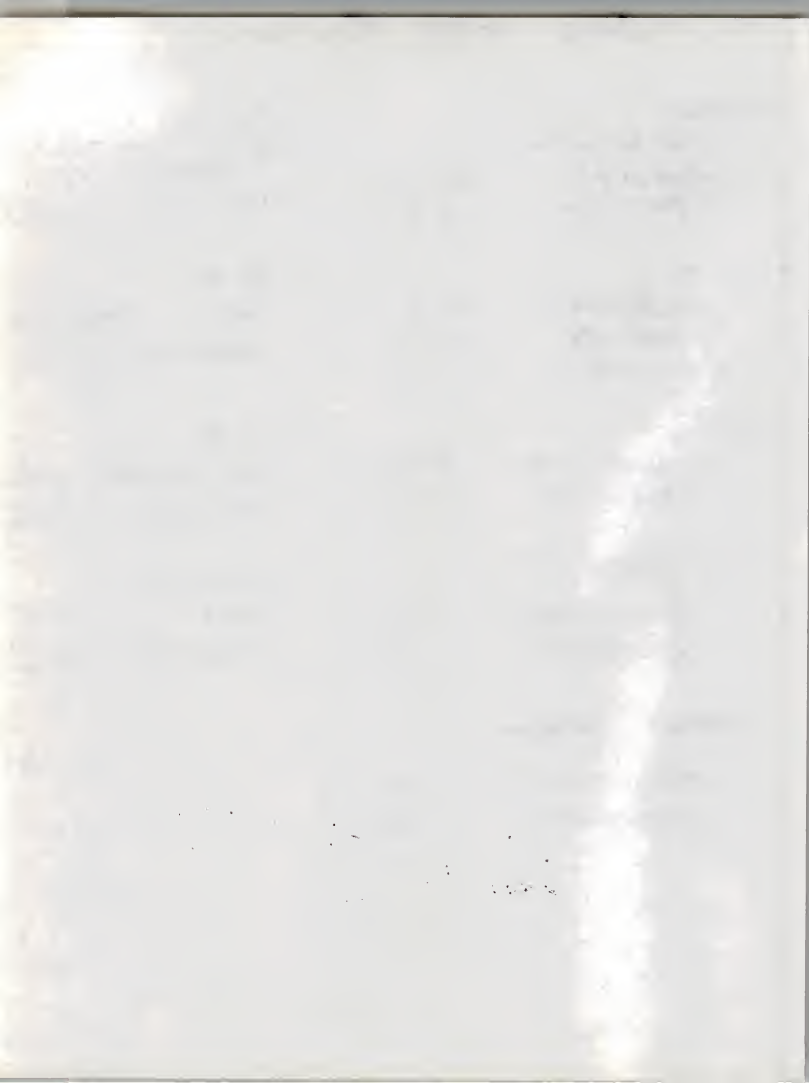
Very	47.5 %
Moderately	45 %
	53

VFW

Very Satisfied	55 %
Moderately	45 %

Client Support

Very	77 %
Moderately	23 %



CSP weaknesses

- Hotline response - good info but too slow !!!
- Timeliness of reports
- No conference, no presentation
- Staff turnover - need to know changes in personnel
- Marketing literature does not point out amount of hotline use available
- Need more staff - a replacement for John
- Not enough personal contact
no one seems to be concerned with our personal needs



ECSP Program

1985

Reports

Very Satisfied 53 %
Moderately 67 %

Hotline

Very Satisfied 41 %
Moderately 33 %
Dissatisfied 26 %

Newsletter

Very Satisfied 72 %
Moderately 7 %
Dissatisfied 7 %
No use 14 %

Client Support

Very Satisfied 43 %
Moderately 50 %
Dissatisfied 7 %

Overall Program

Very Satisfied 28 %
Moderately 72 %

1986

Reports

Very Satisfied 36 %
Moderately 64 %

Hotline

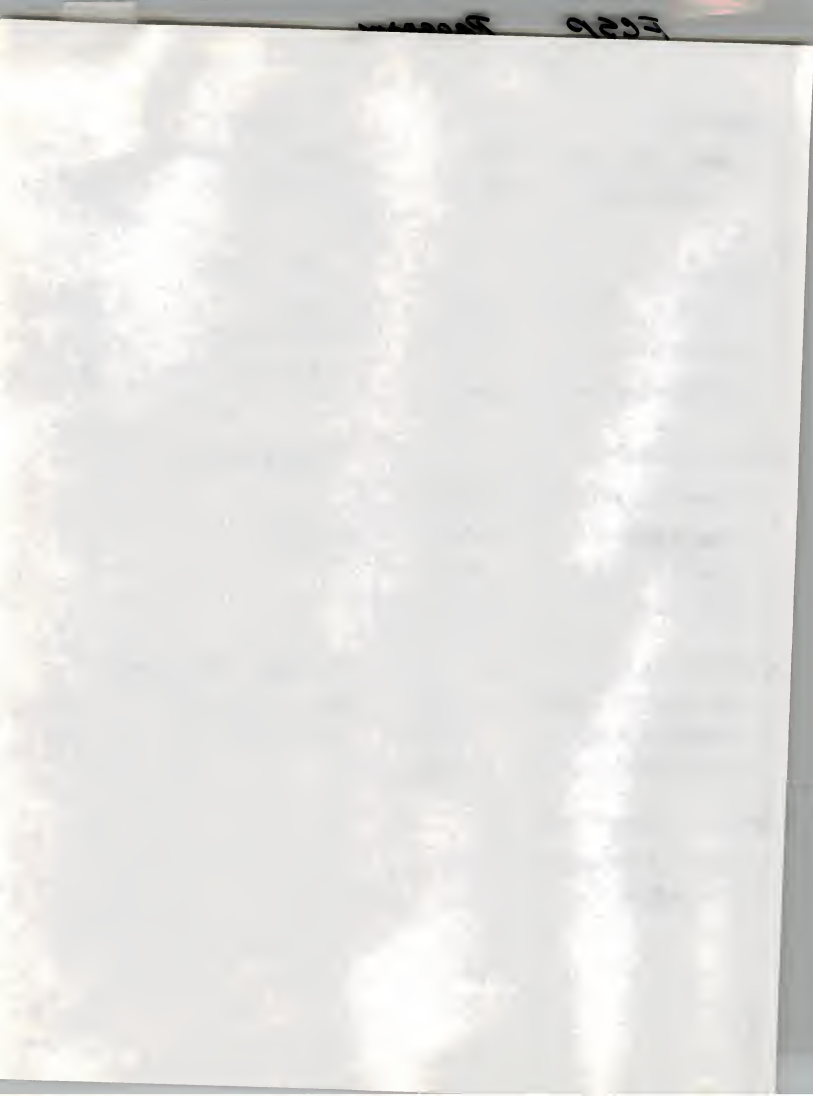
Very 29 %
Moderately 42 %
Dissatisfied 29 %

Newsletter



Client Support

Very Satisfied 35 %
Moderately 65 %



Weaknesses

MAPS

- Not enough basis for numbers or verbiage to support forecasts
- Vertical segments are great but some are less detailed
- Key players at INPUT are not visible, who are the experts?
- Not enough detailed information on major service modes - liked individual reports from 1985
- Timeliness of reports
- VFW gets out too late - but is improving
- Major problem - NEVER know when to expect materials
- Appears INPUT doesn't care about existing clients. After sale is made no follow up to see if client is using the service.
- Would like a quarterly report, what reports were shipped, hotline questions, who attended conferences



ISPS Program

1985

Reports:

Very Satisfied	58%
Moderately	33%
Dissatisfied	9%

Hotline:

Very Satisfied	0
Moderately	8%
No Use	92%

Conferences:

Very Satisfied	25%
Moderately	17%
Did Not Attend	58%

Client Support:

Very Satisfied	91%
Moderately	9%

Overall Program

Very Satisfied	45%
Moderately	55%
Dissatisfaction	0

1986

Reports

Very Satisfied	58%
Moderately	33%
Dissatisfied	9%

Hotline

Very Satisfied	17%
No Use	83%

Client Support

Very Satisfied	75%
Moderately	17%
No Support	8%

MAPS

1985 program

Reports : Very satisfied 48 %
moderately 43 %
didn't use 9 %

Hotline : Very satisfied 35 %
moderately 26 %
dissatisfied 4 %
didn't use 35 %

Conference : Very satisfied 26 %
moderately 13 %
did not attend 61 %

VFW : Very satisfied 60 %
moderately 27 %
did not use 23 %

Client support : Very satisfied 65 %
moderately 30 %
dissatisfied 5 %

OVERALL PROGRAM 1985

Very satisfied 45 %
moderately 55 %
dissatisfied 0 %

1986

Reports
Very 48 %
mod. 41 %
no use 11 %

Hotline
Very 30 %
mod 22 %
dissatisfied 4 %
no use 44 %

Regional Seminars
Very 19 %
moderate 4 %
dissatisfied 4 %
no attendance 73 %

VFW
Very 56 %
mod. 22 %
dissatisfied 11 %
no use 11 %

Client support
Very satisfied 56 %
moderate 22 %
dissatisfied 11 %
no support 11 %

WEAKNESSES

ISPS

LACK OF DEDICATED ISP STAFF

REPORTS NEED TO

- 1) HARDER STAND ON ISSUES
- 2) FIRM RECOMMENDATIONS
- 3) MORE USER PROFILES, INDUSTRY DIFFERENCES
- 4) COVER MORE TOPICAL CURRENT ISSUES,
NOT JUST LONG TERM BUT
CURRENT NEEDS

MORE FREQUENT REPORTS, NEED TO IMPROVE
TIMELINESS, AND MORE REPORTS

NEED STRONG ISP HOSTING PERSON

SL REPORTS NOT AS GOOD AS BS, APPEAR
TO BE A REHASH OF MAP'S REPORT.
TOO VENDOR ORIENTED, NO NEW
INSIGHTS

RESIDUAL VALUE NO LONGER COVERS NAS
OR AMOHL

REPORT FORMATS TOO STANDARD, COME
ACROSS AS A TEXT BOOK



Customer Satisfaction Survey MAPS

27 responses

Level of satisfaction 1985 Program

Reports :

Very satisfied	48 %
moderately	43 %
does not use	9 %

Client Support :

Very satisfied	65 %
moderately	30 %
dissatisfied	5 %

Hotline :

Very satisfied	35 %
moderately	26 %
dissatisfied	4 %
does not use	35 %

Overall Program

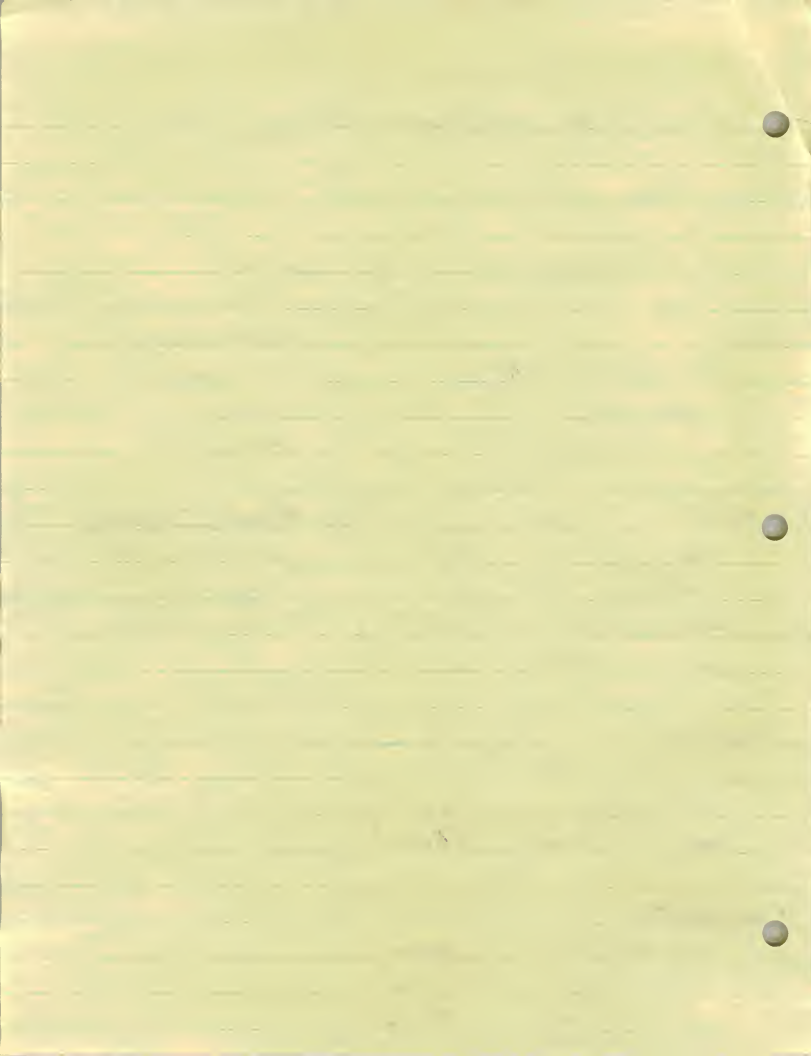
Very satisfied	45 %
moderately	55 %
Dissatisfied	0

Conference :

Very satisfied	26 %
moderately	13 %
did not attend	61 %

Vendor Watch

Very satisfied	50 %
moderately	27 %
does not use	23 %



MAPS
INPUT PERSONNEL Rating

	Extremely Competent	Mostly Competent	Variable	Weak	No Contact
Sales Staff	7%	15%	3%	7%	68%
Hotline	22%	26%	11%		41%
Research	64%	11%	4%		21%

Personnel related comments:

No interaction with sales staff, would like
some sales attention III

Peter is very competent III

Hotline Staff is excellent, particularly

Mike Orsak II

Cynthia II

Cecilia

Jan M.D

Research Staff Very good

Bonnie I

John Frank I

Jack I

Hotline very responsive

INPUT has taken a very low profile this year,



MAPS personnel remarks

when I think of information needs I like to put faces behind the words - add credibility

Who are the experts at INPUT, no more Ed Metz or Jack Keen who can really identify our needs

Personnel turnover at INPUT sometime causes problems

George has improved - he use to be difficult to work with

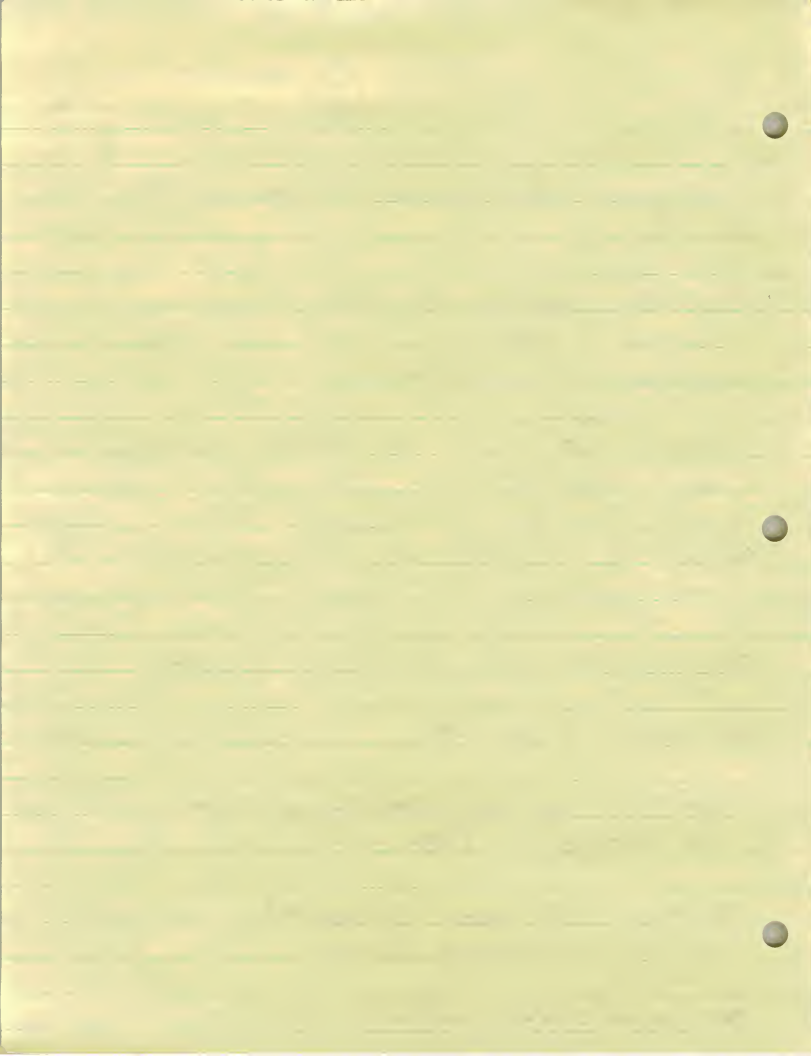
Randi doesn't deliver what she promises

Dox Fastle is variable

Seems to be a communication problem between the two offices (NJ or MV)

Everything falls apart when Joe Michael is away, no one is as responsible as she is

Sales people aren't prepared



Customer Satisfaction 1986 Program

Reports :

Very Satisfied	48 %
Moderately	41 %
Does Not Use	11 %

Client Support

Very Satisfied	74 %
Moderately	22 %
Dissatisfied	4 %

Regional Seminars

Very Satisfied	19 %
Moderately	41 %
Dissatisfied	4 %
Did Not Attend	73 %

Hotline

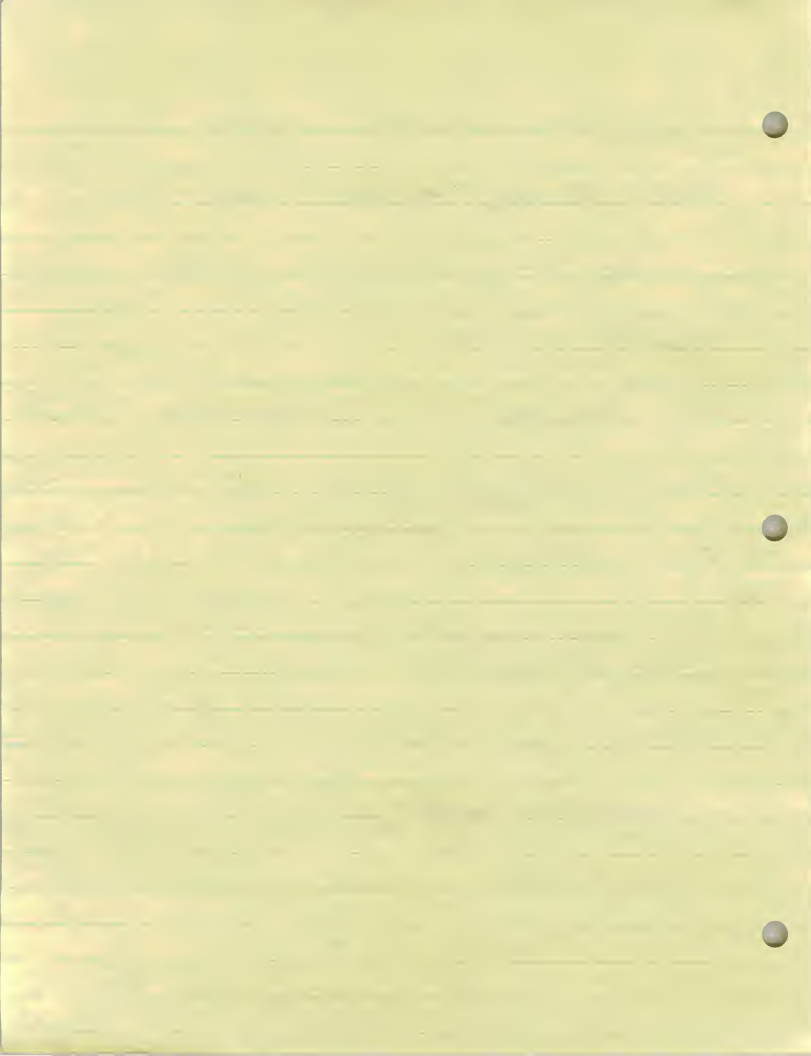
Very Satisfied	30 %
Moderately	22 %
Dissatisfied	4 %
Does Not Use	44 %

VFW

Very Satisfied	56 %
Moderately	22 %
Dissatisfied	11 %
Does Not Use	11 %

Significant Benefits - MAPS

Strategic Planning & Analysis	HHH 11	(7)
Industry Trends & Analysis	HHH HHH 1	(11)
Competitor Analysis	HHH	(5)
Market Research & Market Size	HHH HHH 11	(12)
Product Development, New Market Opportunities	HHH	(5)
Idea Generation	111	(3)
Compare internal performance to overall market	1111	(4)
Understand our customers	1	(1)
Understand US markets	1	(1)
Access to Peter	1	(1)



Significant Weaknesses

No real weaknesses

HTT III

(8)

Basis for reconciliation of numbers
not clear - not enough basis
for numbers

III

(3)

Some Virtual segments not detailed
enough (education)

IIII

(4)

Some statements are made in the
reports without enough verbiage to
support conclusions

I

(1)

Hotline response sometimes a problem

II

(2)

Key players at INRIT are not visible,
who are the experts

I

(1)

Some reports seem shallow compared
to others ERI, Systems Integration
were excellent

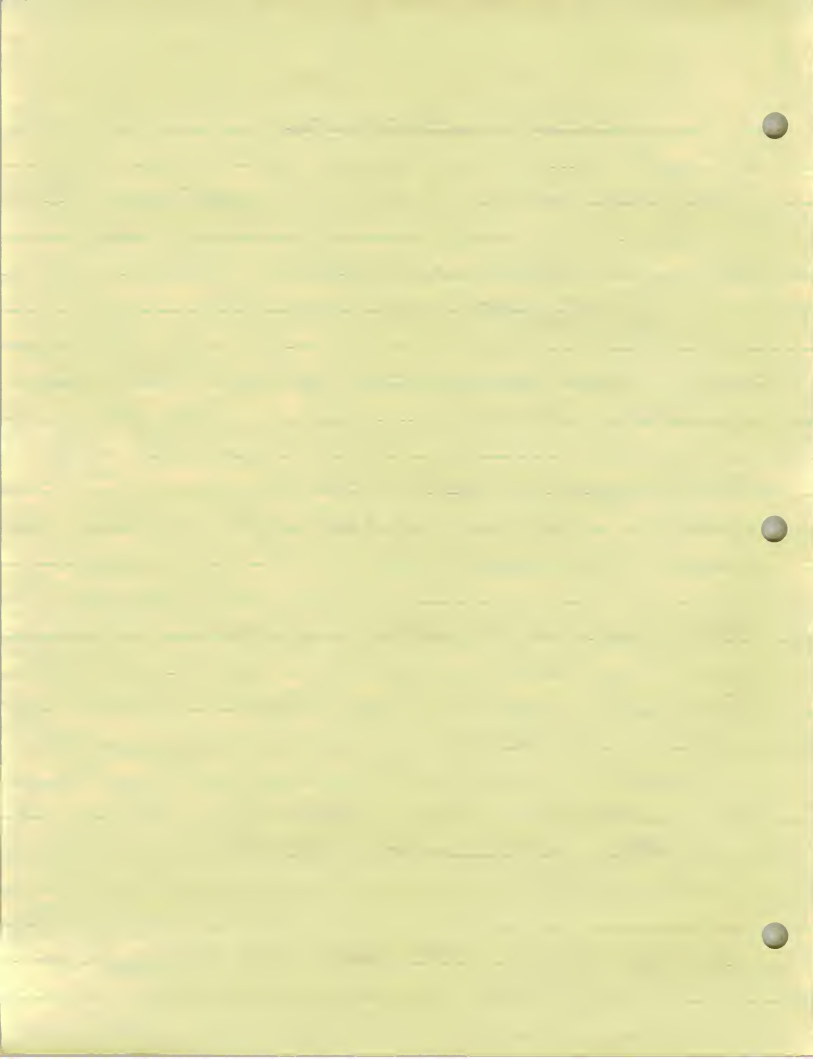
I

(1)

On map service modes need more detail
and analysis

I

(1)



Significant Weaknesses

Timeliness of reports

||||

(1)

Need more thorough definitions

Five yr forecasts are good - need 5 yr
breakout to put #'s in perspective

1

(1)

VFW should go online

1

(1)

VFW gets out too late

11

(2)

Reports are too long

1

(1)

Index Vehicle market reports

1

(1)

Never know when we are going to
receive information

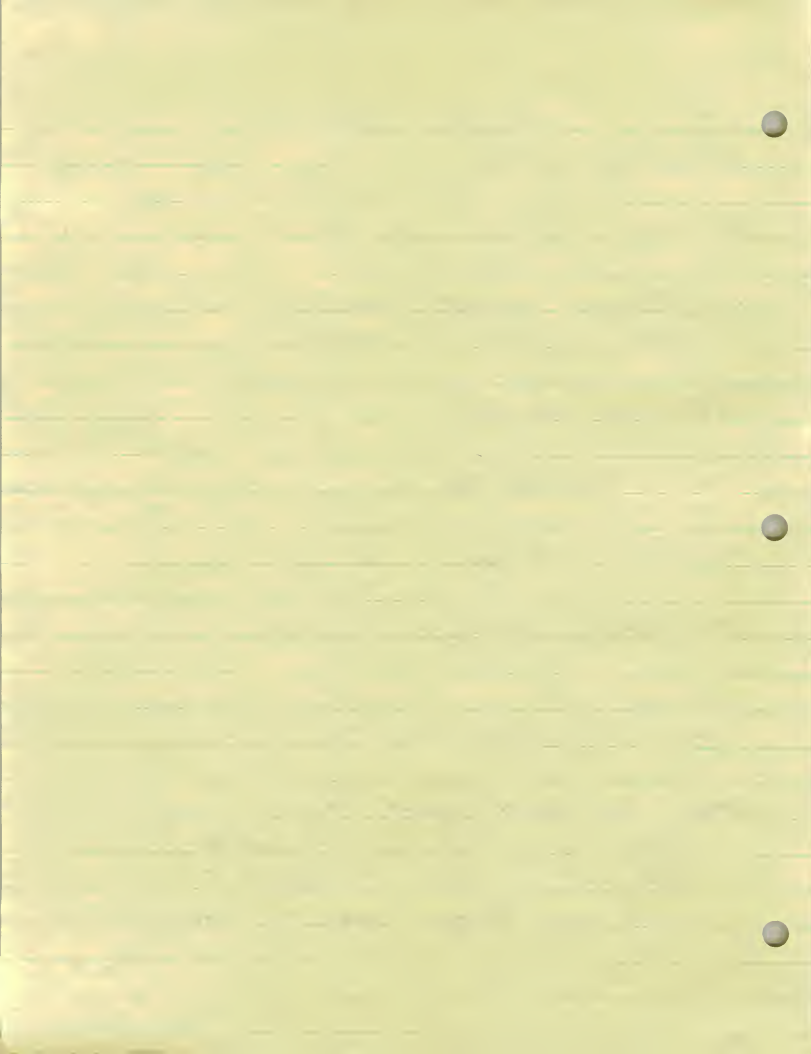
||||

(4)

Appears that INPUT doesn't care
about existing clients - no contact
after sale is made. No effort to
make sure client is using the service

11

(2)



Comments - MAPS

		<u># of responses</u>
Don't like binders - information get's lost	11	(2)
Very satisfied - high level research	444	(5)
Peter should make annual presentation	1	(1)
Headline has really improved	1	(1)
Add more company data in vertical market segments	1	(1)
INPUT needs to get out more		(1)
Program lacks direction - no clear picture about what INPUT is doing	11	(2)
Good Headline response	1	(1)
Regional Seminars are excellent	11	(2)
Changes in 86 program were confusing, so was marketing literature	1	(1)
Would like a quarterly report, who attended seminars,		



who used hotline what types of inquiries 111 (3)

Problem getting people in the organization 11 (2)
to utilize the service

VFW - would be nice to add private companies 1 (1)
could estimate

Like the direction of the program 11 (2)



PLANNING SERVICES
EVALUATION

JULY 1986

Name: Lidia HukTitle: Acquisition SupervisorCompany: AT&T COMMUNICATIONS INC.

Address: _____

Telephone: (201) 993-5467☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <i>didn't use</i>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>didn't attend</i>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Keeping current on industry
trends
- (B) _____
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Marketing of the program - Bindus are
a real problem

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*Peter is very competent only research
staff i've had direct
contact with*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

no one from our group has attended

6. Please add any other comments or ideas you wish to convey.

Don't like the looseleaf binders -

we never know what the delivery schedule is. Needs an index

Vertical market - needs a better way of packaging, not used to the fullest because of the packaging

Asked to receive accounting of the information research center's hotline use. Never received !!

Thank you

will be reviewing the service in October to determine

INPUT



Sept 4 86
JMcDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Jm Connolly

Title: _____

Company: AT&T Information Services

Address: _____

Telephone: (201) 581-7060

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Strategic Planning, determine size of
markets
- (B) Trends in industry - especially
professionally service
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No real weaknesses

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*don't interface
with sales staff
at all*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Don't like the binders - information gets lost
also we would prefer to get
all vertical information at the same
time

Thank you

INPUT



Sept. 4, 1986
J McDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Cliff Simms
Title: Senior Manager Practice Planning Manager
Company: Arthur Andersen
Address: _____
Telephone: (312) 580-0069

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Did not subscribe in 1985

2 Please list the most significant benefits of program use by your organization.

- (A) Competitor
- (B) Trades in markets which would affect
competitors
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Basis for reconciliation of forecast not
as accurate as it should be, would
- (B) like to see more numbers but
- (C) _____
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>Mike Drake</i>	<input checked="" type="checkbox"/> <i>Bonnie John Frank</i>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use	
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Did not attend</i>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>excellent service - super</i>					
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<i>isn't used religiously</i>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6. Please add any other comments or ideas you wish to convey.

Very satisfied - very high level

research

Thank you

INPUT



Sept 4, 86
gmkDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: G. Bird
Title: Manager, Computer Services Marketing
Company: BARLOCK & WILCOX
POWER Computing
Address: _____

Telephone: (804) 385-3512

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Didn't go last year because too focused on internal MIS</i>				
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<i>doesn't get</i>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Strategic Analysis
- _____
- (B) _____
- _____
- (C) _____
- _____
- (D) _____
- _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Don't cover our area in enough detailed
specifics

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*Only research
staff I ever
had contact
with was
Jack - He
is very
good so
is Peter*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Distributed Processors, conclusion of seminar was that it is a no issue that was his message. We said it was a no hum issue, why even study

6. Please add any other comments or ideas you wish to convey.

Most of the materials not focused on our field

Asked for an opportunity to meet with Peter - Peter was very flexible and it happened very happy with Peter's presentation

Like the format of this years conference, agenda appears to be much more dynamic

Thank you

Study issues of people - this is what makes industry go. The issue of technically skilled training field what is happen recruiting programs at colleges

INPUT



Sept 5, 86

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Robin FleringTitle: Manager Market Research in Business ServicesCompany: Bank of America

Address: _____

Telephone: (415) 953-5757☐

Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>No difficulty ever - INPUT is very patient</i>				
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Market Research - Competitive Assessment
- (B) Industry Analysis
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _____

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent <i>very</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

*people
are very
responsive*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>Didn't attend</i>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

*Want very much to know INPUT's service
very satisfied with the quality of information*

*With BofA's budget constraints
we can't buy everything we want
from INPUT*

Thank you

INPUT



Sept 15, 86
J. McDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Vi Shaffer

Title: Marketing Manager

Company: BELL ATLANTIC

Address: _____

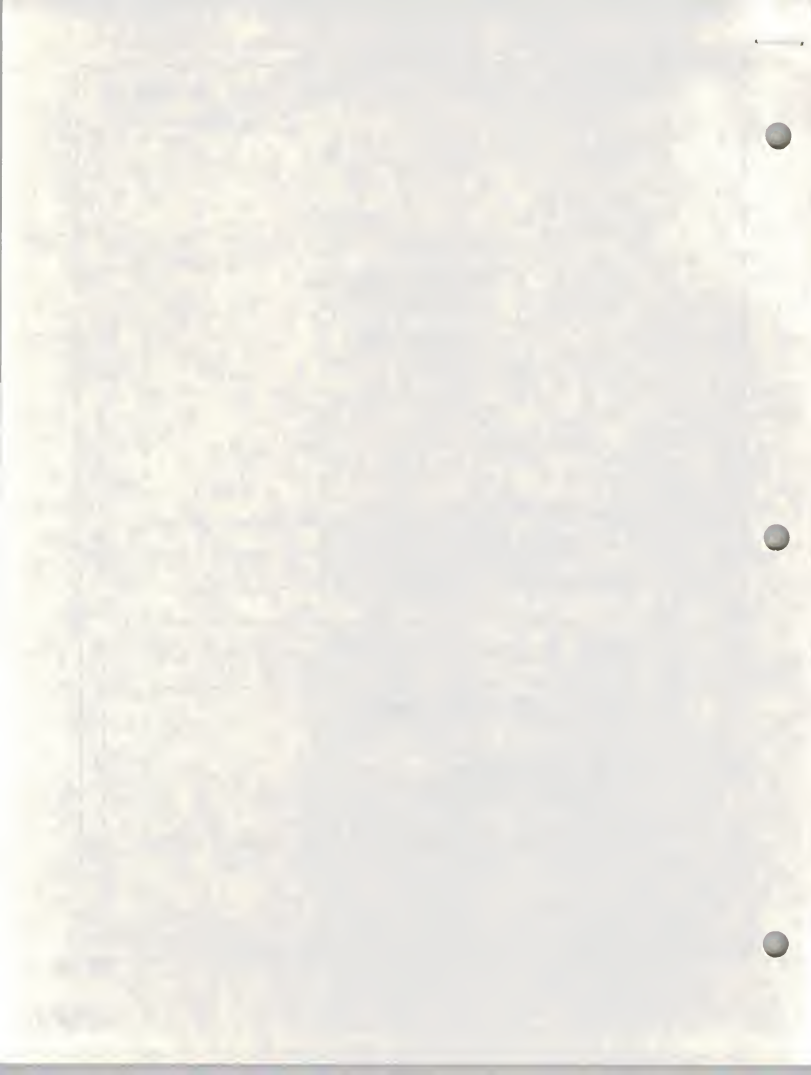
Telephone: (703) 974-3981

☐

Please check this box if
company, address, or
telephone information
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Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Did not subscribe

2 Please list the most significant benefits of program use by your organization.

- (A) Marketing strategies and product
development - looking for future
- (B) potential
- (C) New applications - quantification of
market size
- (D) Looking at key software applications
in the virtual industry segments



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Medical and banking vertical requests are
really good but a few requests
(B) are so weak to the point of not being
useful ie Education - should break
(C) out primary, secondary and higher, not
a good analysis of competitors and vendors
(D) need more meat

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*Julie Dobson is responsible for
INPUT contact*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

appears to be very satisfactory

6. Please add any other comments or ideas you wish to convey.

*Looking forward to attending the
clear conference and having
the opportunity to meet INPUT
staff*

Thank you

INPUT



9/8/86

JMDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Barbara Flaherty

Title: _____

Company: Boling Computer Services

Address: _____

Telephone: (703) 821-6526☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

(A) Strategic Impacts - Planning purposes(B) Look at overall markets

(C) _____

(D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Sometimes numbers don't add up
- (B) Some statements are made - not enough supporting verbiage to
- (C) explain statement - also more support on how you reached forecasts
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variable	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Very good - seen a real improvement

not interested in the topics

Seen real improvement here

6. Please add any other comments or ideas you wish to convey.

Professional Services } excellent
Turkey Services }

Commercial Integration Markets very good

Virtual Market reports quality consistent
very good

Al Givio likes INPUT numbers

Thank you



dept 8
J.M. Daniels

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Sean Sundstrom

Title: _____

Company: Bradview Associates

Address: _____

Telephone: (201) 461-7929

☐

Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Most of the time is very good - some time the response is slow</i>				
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Didn't attend</i>				
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Analysis of markets to determine how
viable some companies are
- (B) going to be
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Hotline response time is sometimes a problem
a question can go two weeks without
someone calling to give status
- (B) I wonder if the request feel
thru the cracks.
- (C) _____
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Good for summary data</i> Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Occasionally - routine questions fall through the cracks

Would like more company information on major players and new companies with unique products in the virtual market segments.

Thank you

INPUT



Sept. 18, 86

J. McDaniel

Table of contents
- Acct
- Data
- CTMSystems
- ProductsPLANNING SERVICES
EVALUATION

JULY 1986

Name: Jim MarshallTitle: Manager, New ProductsCompany: Canada Systems Group

Address: _____

Telephone: (416) 964-7640☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) *In the past*
Idea generators, opportunity analysis
- (B) *New need to use to learn how to*
effectively market our existing
- (C) *products, competitiveness analysis*
purposes
- (D)

Individual research effort on Canadian
market will be good

INPUT



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Obviously would like more Canadian

- (B) To not know who the key people are
in your company behind the research.
- (C) Who are the experts at INAT - the
high profile people who really reached
out to us to identify our needs
- (D) Ed Metz, Jack Keen etc. when I

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

really do not

*Mike
Orsak*

*this year - why
haven't senior
people
me*

*think of information needs I need to
put faces with the information
to add credibility - INPUT has
taken a low profile this year*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Not anything to go on - haven't made selection</i>				
Regional Seminars	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>less contact</i>				

6. Please add any other comments or ideas you wish to convey.

*Hansen felt as much contact in 1986
seems I've had to push INPUT
to get my materials*

*Don't have a picture of what INPUT is
doing this year - program seems
to lack direction this year doesn't
seem to be managed very well
this year. I do like the structure
of the program in our contract - reflects
our needs better but we haven't
had effective delivery. Not pushed
by INPUT to ^{Thank you} utilize the program.*

*Might add CAMP next year - to gain
more competitive
fill Contract with Gartner*

INPUT



9/4/86
JMDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Diane Leake

Title: Market Research Analyst

Company: Cincinnati Bell

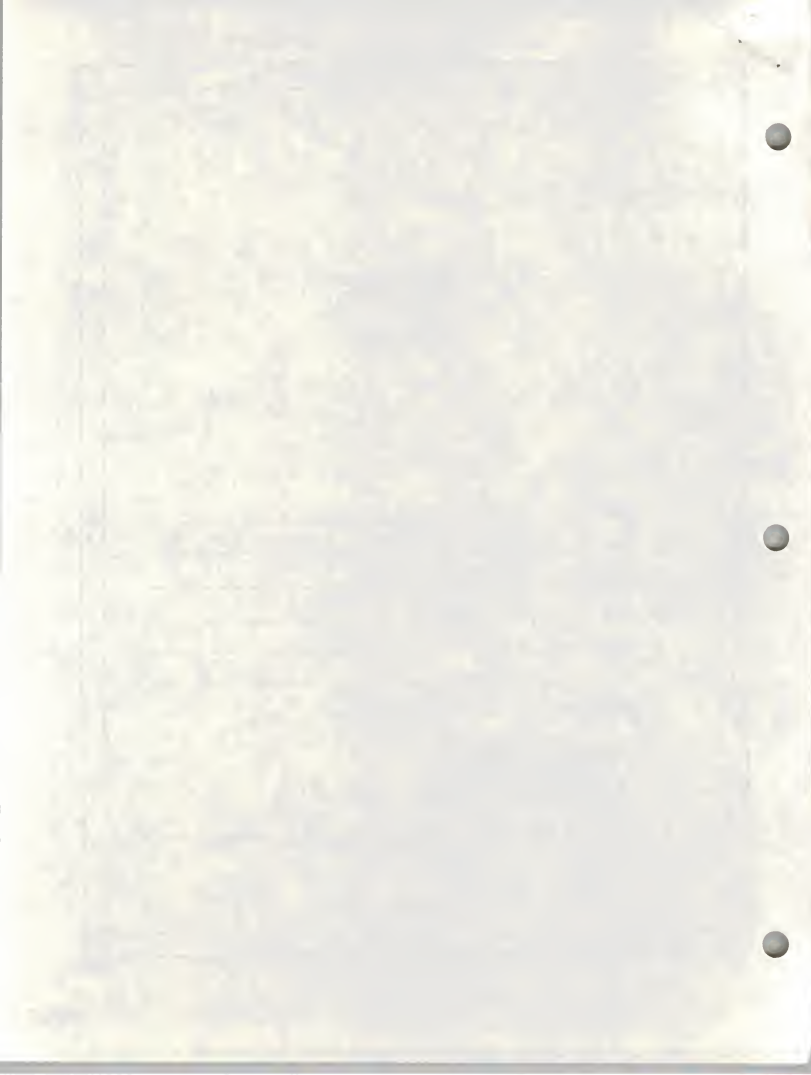
Address: _____

Telephone: (513) 784-5394

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>did not attend</i>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Keep track of industry trends in particular
by service mode
- (B) looking at opportunities for new
markets
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No real weaknesses

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*No one to
comes to
Cincinnati*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

have not

excellent

6. Please add any other comments or ideas you wish to convey.

*Some subject matter seems too general
for us*

good hotline response

Thank you

INPUT



10/12/86

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Paul LeporeTitle: Director, Corp Market ResearchCompany: Computer Sciences Corporation

Address: _____

Telephone: (213) 415-0311☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Took longer than expected - very satisfied with contents</i>				
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Somewhat variable depending on who answers the phone - Cyndie is the best</i>				
Client Conference	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Last years 85 conference too user oriented - too technical</i>				
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Excellent - distribute to 35 or 40 people</i>				
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Unique reports - breakdown on
industries very helpful
- (B) _____
- (C) Competition, strategy, market share
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Some reports appear shallow compared to others EDI excellent

(B) Systems Integration excellent

(C) Processing Services - Turkey Systems lacked analysis not enough on where the

(D) market is going. On the major service mode need more on strategy and

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

*future
direction*

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

→ Changes in the company sometimes causes problems - sometimes hotline can't help

Cynthia is very good !! very responsive



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports - <i>Industry need more analysis</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Regional</u> Seminars	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

*Cross industry & vertical industry good
not as interested in crop industry*

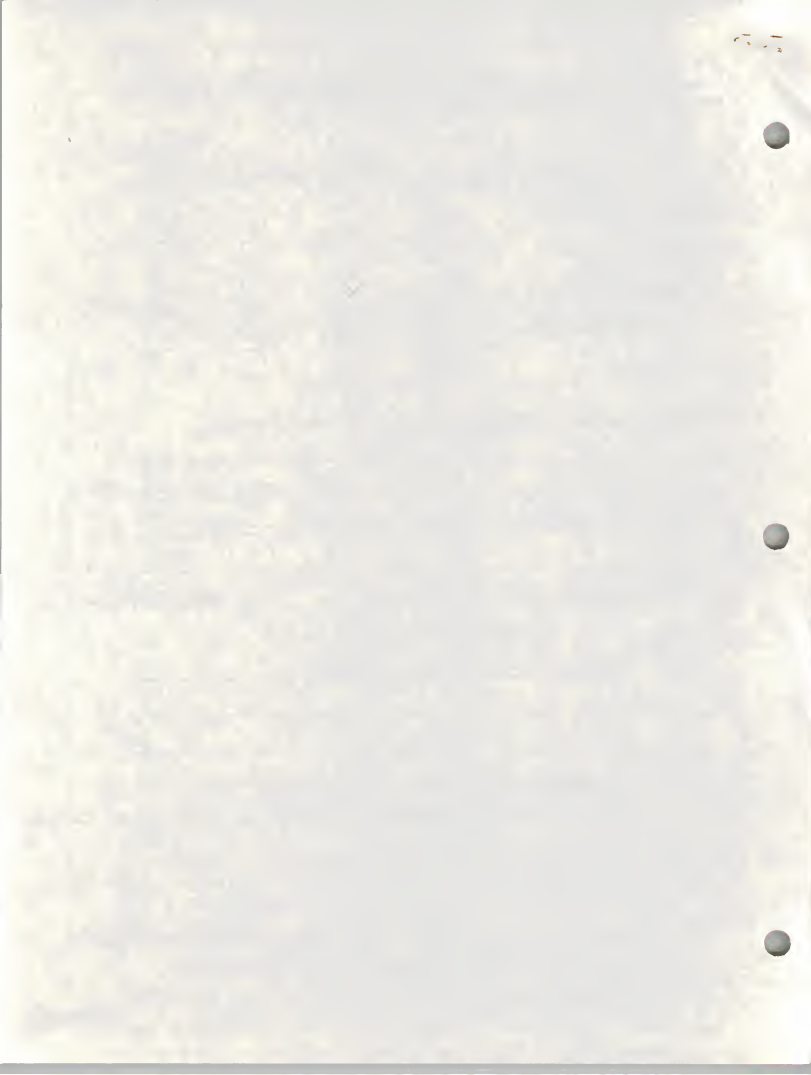
*EDI reports are excellent - Systems Integration
rpt excellent
Some reports lack analysis*

*Will going to do a major report on
Systems Integration on the Commercial side*

*Regional Seminars are very good - wish
the turn out was better*

Thank you

*Maybe need to make the scheduling
tighter less user interaction
limit the interaction*



10/14/86

J. McDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Rosemary Gohn

Title: _____

Company: Computer Task Group

Address: _____

Telephone: (716) 882-8000☐

Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Telecom, Professional Services, Vertical Markets</i>				
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Very little use</i>				
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Did not attend in 85</i>				
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Too general for our needs</i>				
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Vertical markets are great - industry
specific materials used to discover
- (B) an indepth approach to an
industry
- (C) _____
Professional Services Industry report -
- (D) market plans, trends, general
overview of whats happening

INPUT



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Timeliness is a real problem
- (B) Definitions - seems like INPUT sometimes
doesn't use standard definitions
- (C) like for discrete and process manufacturing
Need more thorough definition, sometimes
- (D) include federal sometimes not
Need more footnotes in table to say
what is and isn't included

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Did not get the depth in response</i> Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

1986 Client Conference was fantastic!! Learned alot.

Sometimes materials are not very clear,
acronyms are used too often. Definition
need to be expanded upon. Footnotes
on charts to let us know what
is included in the charts.

Need to know whats on it's way and when
it is going to get here

Very satisfied with INPUT for several
years

Changes in the 36 program were confusing
not real clear, marketing materials
was not clear couldn't understand
without explanations

Thank you

Didn't highlight regular features - 4W
markets, professional services what are
your best

Hard to know what my choices are

INPUT

Should not client
the conference in
the future

Each client should get a list of what they are receiving in the year. After each contract is signed - so they can create a checklist and know what to expect. Particularlly important for those clients with modified programs.

Sept. 8, '86

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Dave Senter
Title: Supervisor, Industry Analysis
Company: EDS

Address: _____

Telephone: (24) 392-8703

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Support	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Didn't personally attend but two people who went were very satisfied

Not very flexible about getting us information specific to our needs

2 Please list the most significant benefits of program use by your organization.

- (A) Compare our internal performance
to the overall market
- (B) _____
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Too structured - can't break out numbers
the way we ask on the hotline
- (B) Some things don't fit into clean
SIC codes like Medical / medicode
- (C) is it state / local or in insurance
- (D) sometimes numbers aren't explained - not
enough basis for the numbers

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Variable	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*George is
 pretty good
 he had improved
 over the past
 year - much
 easier to
 deal with*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use	
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Did not attend</i>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<i>I like this information but it gets to us too late, we gather this data ourselves good info but we need it much quicker</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6. Please add any other comments or ideas you wish to convey.

Don't like the binder format - afraid we're missing sections.

Data in the vertical market is not all together yet, It's Sept and we need those 5 year forecasts now for our planning purposes. Delivery is too slow !!! Taking too long to get these bits and pieces

Never know when to expect these modules. We need to know when the material is coming to inform

would like a quarterly report as to who has used the Hotline, made inquiries and attended seminars

periodically print out a listing of all of our numbers in our DataBase

Thank you

INPUT



9/19/84

PLANNING SERVICES
EVALUATION

JULY 1986

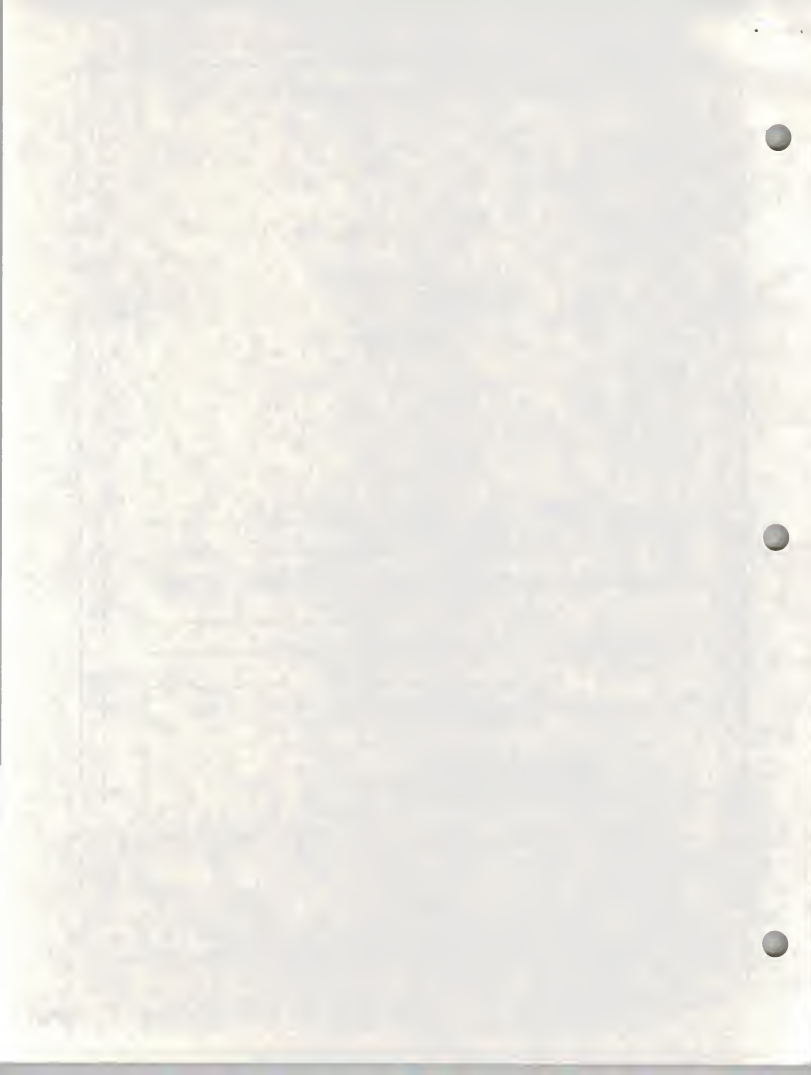
Name: Mary Kay FrostTitle: Information SpecialistCompany: General Electric Company

Address: _____

Telephone: (203) 382-3921☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

haven't had time to respond yet
haven't used very much - happy with the responses but not the turn around time
happy that we have been able to customize the program

2 Please list the most significant benefits of program use by your organization.

- (A) _____

- (B) _____

- (C) _____

- (D) _____



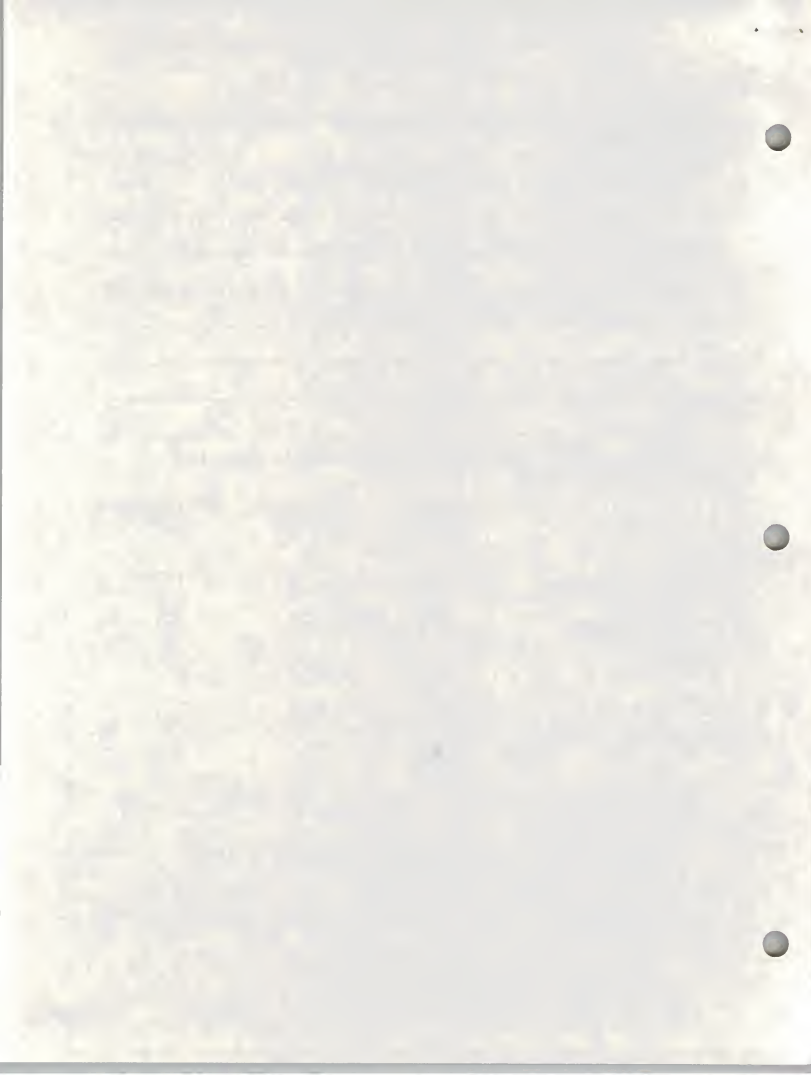
3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Delivery of vertical markets a little
slow
- (B) We don't use the hotline very often
maybe six times a year so we
should have faster
- (C) _____
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<i>Mike</i> <i>Orsak</i> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<i>Randi very</i> <i>not efficient</i> <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Randi promises - she loses track,
seems to be very disorganized - promises
but rarely delivers. Jan McD
always gets me what she promises*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

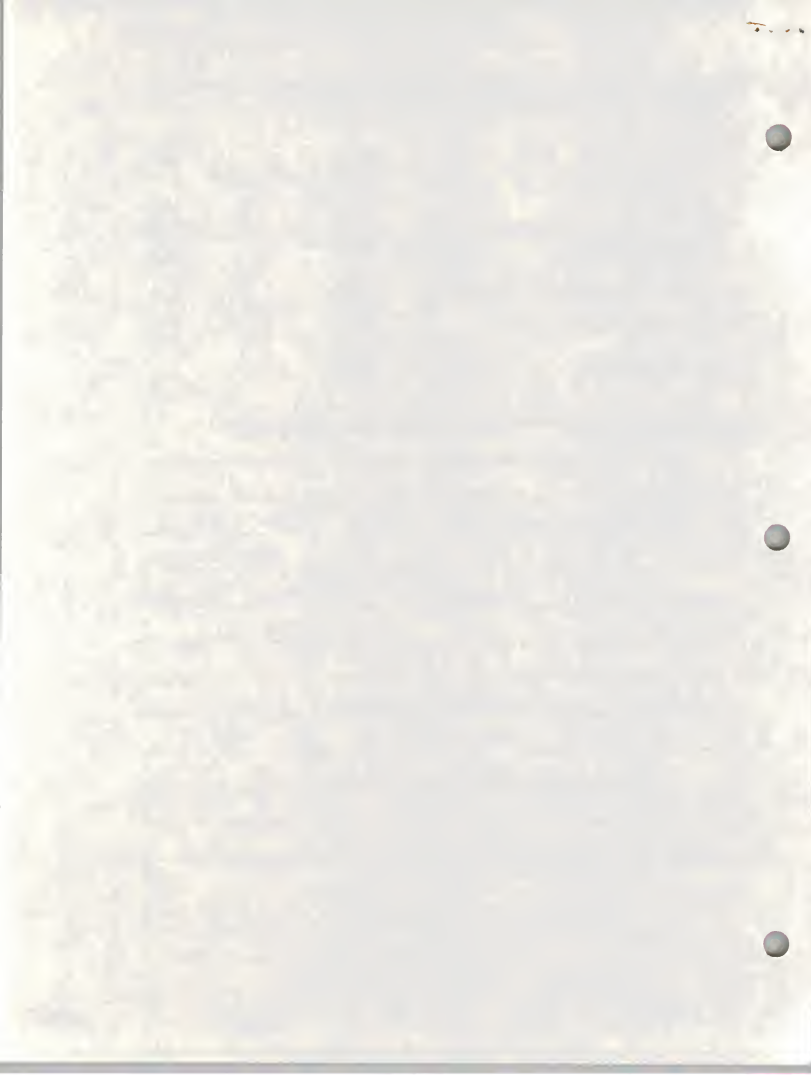
	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>haven't had materials long enough to really judge</i> Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Strategic Issue study that they want are Systems Integration and possibly - Network Service - CIM

Having a problem getting people in her organization to utilize the service

Thank you



Sept 9, 1986

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Carl Bennick

Title: _____

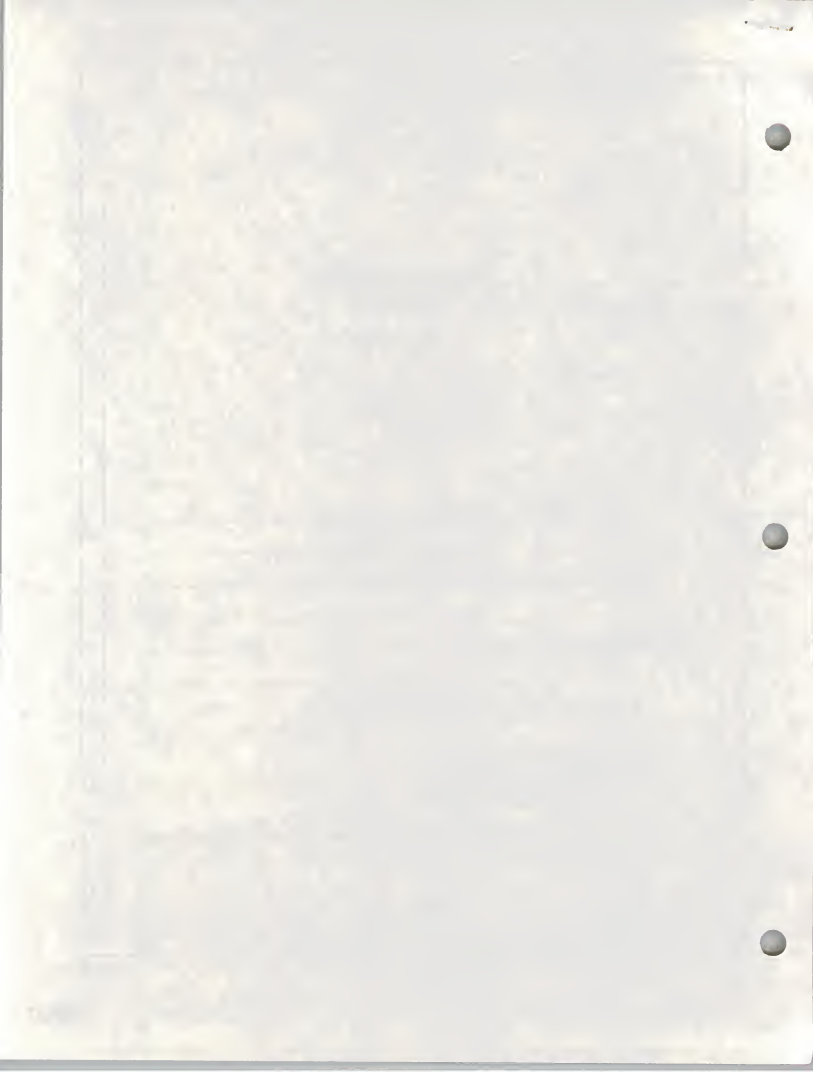
Company: GTE Data Services

Address: _____

Telephone: (813) 224-8522☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



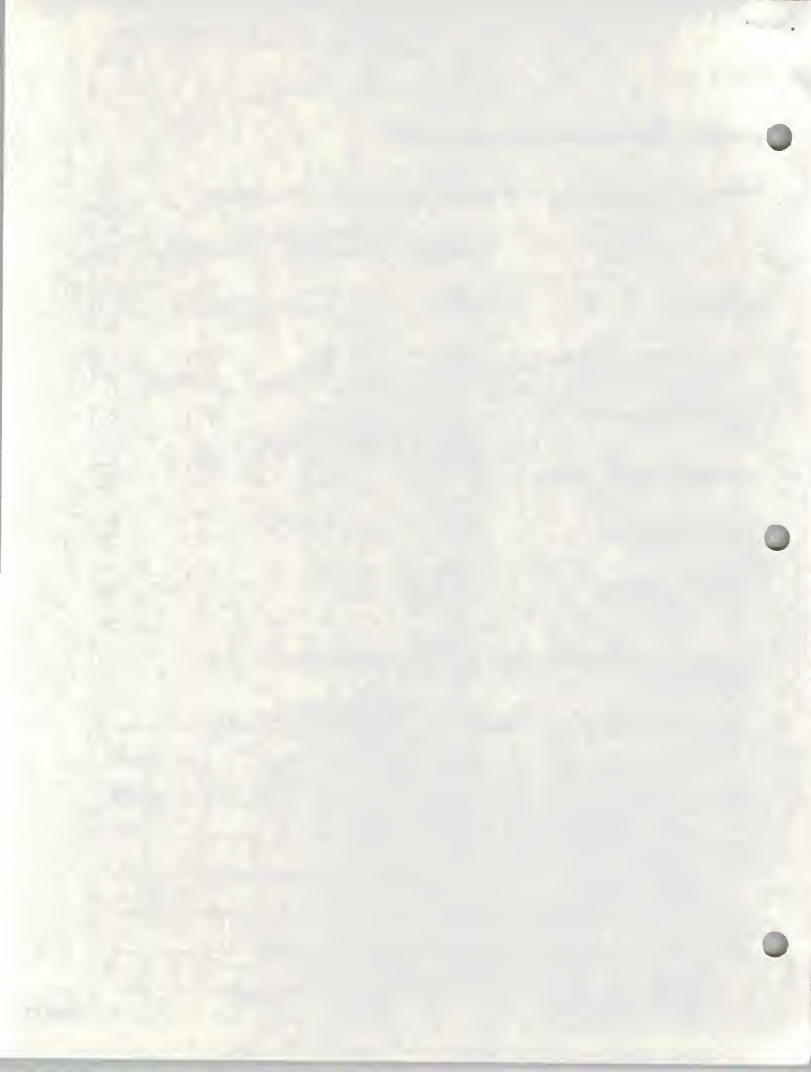
Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>People in his group use not him heard</i>				
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Did not attend but will in 1986</i>				
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Primarily used for broad
of basic market area - ground
floor for more basic indepth
study of the area
- (B) _____
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) No real weaknesses we perceive the
program as basic background information
- (B) it suits our purposes and expectation
- (C) _____
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>peter</i>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <i>Don Foster</i>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>depends on his area</i>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/> <i>didn't know we had a sales staff</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>Planned or attending</i>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Thank you



9/12/86

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Hope Olsson

Title: _____

Company: Information Associates

Address: _____

Telephone: (716) 467-7740

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

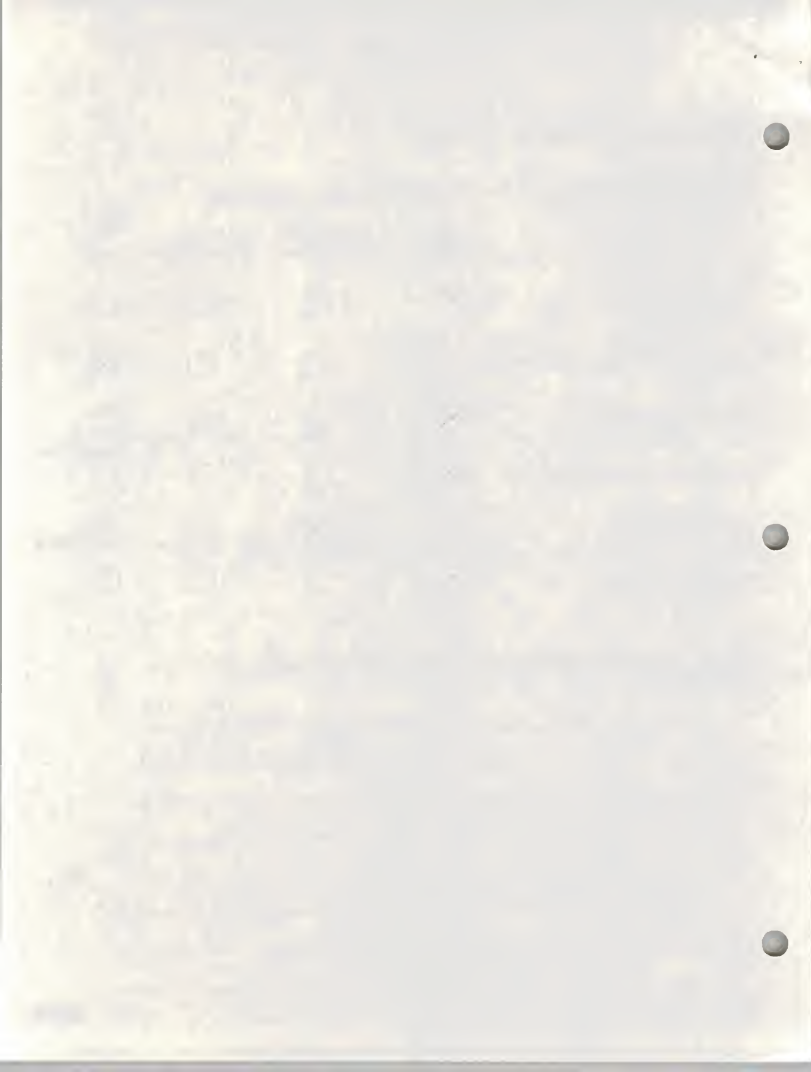
	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Conference	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Joe Nelson & John Robinson found this conference exceptional

Does not appear that we have very much contact

2 Please list the most significant benefits of program use by your organization.

- (A) Verification for our own planning
process - long term planning
- (B) Support tool
- (C) _____
- (D) _____



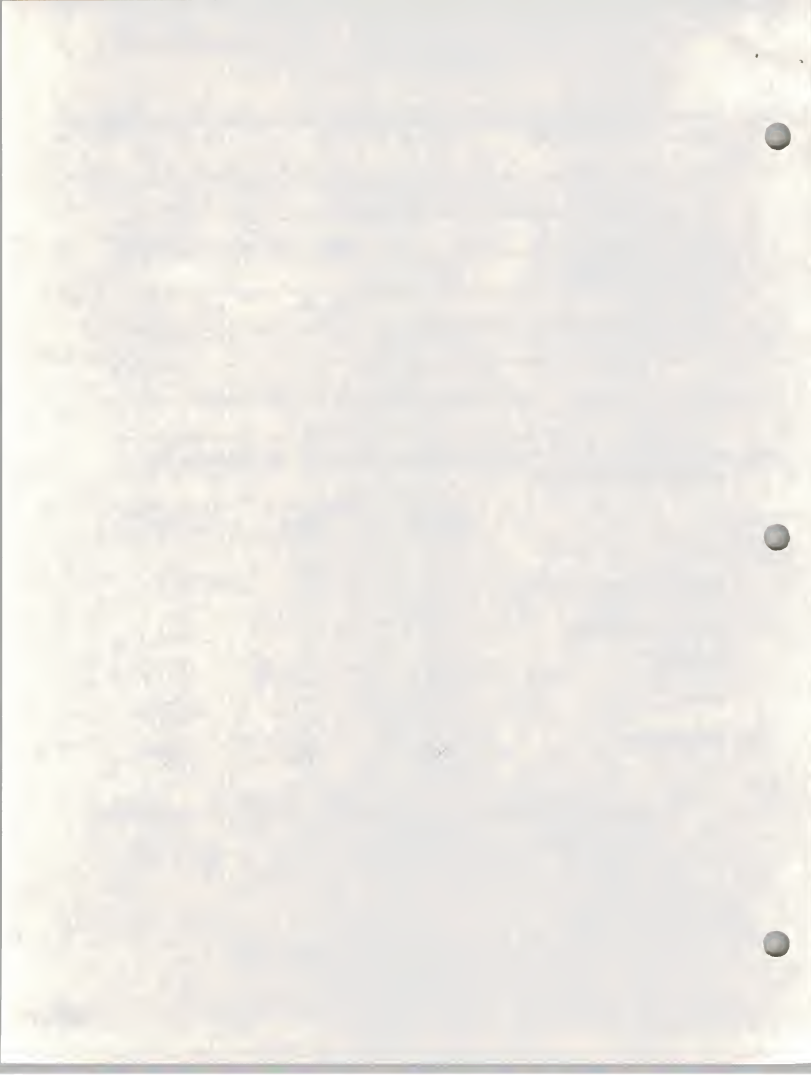
3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Strictly a Vertical Market Vendor -
educational sector so of
- (B) Course we would like more
detail
- (C) _____
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*seems to be a communication problem
within the two INPUT offices*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

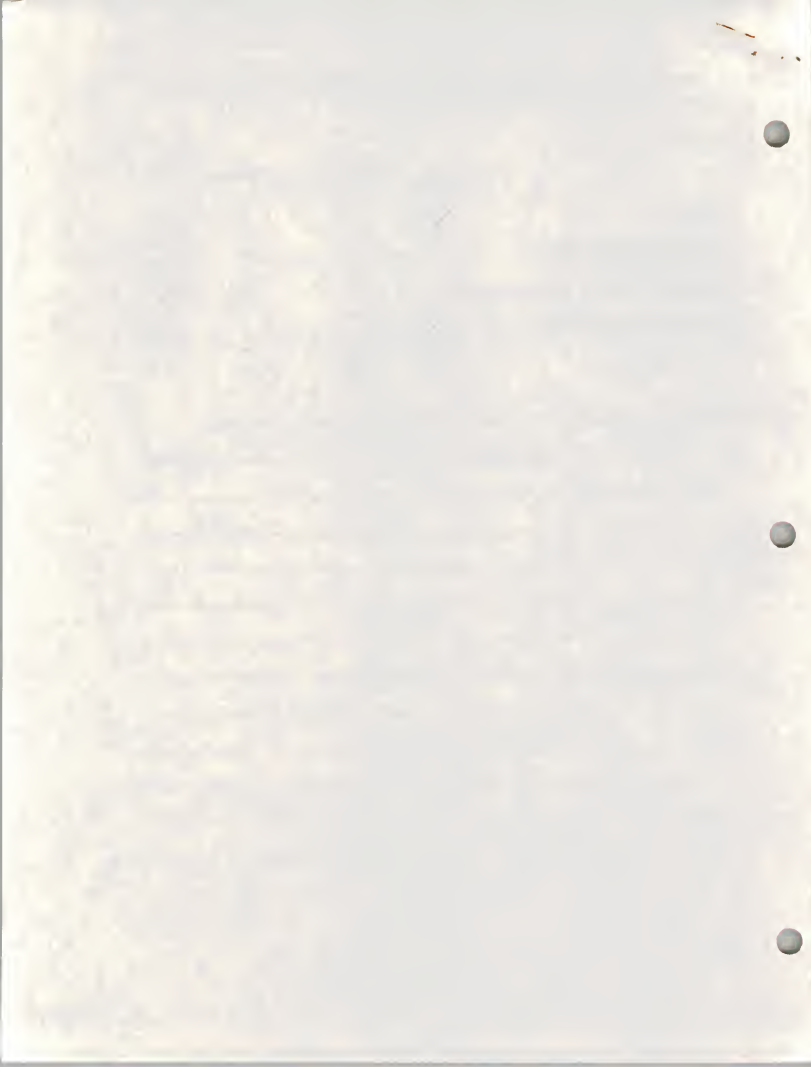
	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Written analyses very valuable, very solid

Thank you

INPUT



Sept 10, 1986

J.M.S.

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Bruce Campbell

Title: _____

Company: IBM

Address: _____

Telephone: (203) 783-7875☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Out of date - would like to get it sooner</i> Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Basic overall industry understanding
- (B) _____
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _____

(B) _____

(C) _____

(D) _____

*Noted
partly correct
to*

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

VFW - estimate as to where there revenue really comes from 80% Processing, 20% Software

VFW - also estimate of the Very large private company's to put these public companies in the proper perspective

Once a quarter publish a newsletter of hotline queries

Thank you

INPUT



9/5/86

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Rox Hargreaves

Title: _____

Company: IBM Corporation

Address: _____

Telephone: () _____

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Response time is good - answers are not detailed enough</i>				
Client Conference	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Disseminate information to managers
within IBM - I collect all
- (B) _____
- (C) Support market forecasts and strategies

- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) No real significant weaknesses

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*No real direct contact
one on one
but find
their reports
and presentation
very good*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use	
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Regional Seminars	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	very worthwhile
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
if you get this out earlier it would be more useful					
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6. Please add any other comments or ideas you wish to convey.

CAMS- program less and less useful.

because major vendors aren't updated

frequently (Kovs, GERSCO, Martin) and directory is very out of date.

Processing industry needs new definitions

particularly with Network Services, EDI,

& MPE. Industry needs clear universal definitions

like the director of the program - more emphasis on processing services

Thank you

Hotline response time is good - need more in-depth analysis for question

INPUT



Sept. 9, 1986

PLANNING SERVICES
EVALUATION

JULY 1986

Name: John O'DonnoTitle: Computer Services Industry MarketCompany: IBM

Address: _____

Telephone: (94) 765-3085☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Thinking about attending this year</i>				
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Always interested in how Vendors are performing</i>				
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Use the forecasts - to understand
how our IBM Company customers
- (B) are growing, particularly
S/W vendors and turnkey
- (C) _____
Also use your numbers for internal
- (D) presentations



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) ~~Five~~ Five year forecasts are good
but need to have a back cast
 (B) of the past five years to put in
the proper perspectives

- (C) _____
 (D) Why are the turnkey vendors so heavy
in CAD/CAM area - doesn't IBM

- VAR's fall into this category why aren't
only big VAR's in this category

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact - <u>don't need</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Timing is a problem</i>				
Regional Seminars	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<i>Variable depends on speakers and topics</i>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
				<i>Not used</i>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<i>Distributed</i>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<i>Process who</i>

6. Please add any other comments or ideas you wish to convey.

really
getting
at. Took
me at
least an
hour

Thank you



9/15/86

J. McDaniel

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Roy WolfeTitle: Vice PresidentCompany: Litton Computer Services

Address: _____

Telephone: () 906-1741☐

Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service <i>Outstanding</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch .	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
→ <i>Best Product like also very useful</i>				
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program <i>It's good</i>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) *Market research statistics - not*
real trend data
- (B) *Government Service market report*
very good
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Nothing real significant

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

*I will think about the weaknesses
and let you know at the
conference.*

Thank you



Sept. 18, 1968

PLANNING SERVICES
EVALUATION

JULY 1986

Name: George WickesTitle: Associate Director, DiversificationCompany: Lockheed

Address: _____

Telephone: (818) 847-9152

- ☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Turnkey Systems, Systems Integration</i>				
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Variable - when I use get great results, Ann Lee</i>				
Client Conference	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>not that happy with</i>				
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Generally information too late</i>				
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*generally subjects broad enough to be
of use to us but still specific*

2 Please list the most significant benefits of program use by your organization.

- (A) *Send information to our operating*
companies who have an interest in the
- (B) *areas - helps them with their product*
planning
- (C) *Educates our groups as to new*
opportunities
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Vendor watch - should go up on
Dialogue or some database
- (B) what the information
- (C) Virtuals a little slow getting out
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Personally I get a good response
timeliness is a key issue - data is good

6. Please add any other comments or ideas you wish to convey.

CD Rom - good, timely, an area
 where we are interested
 CIM not issue for us

Satisfied Client

Thank you

INPUT



9/8/86

PLANNING SERVICES
EVALUATION

JULY 1986

Paul Chen
use to use the
service has now
left the company
no one has replaced him try Tim Sullivan - *deduct vs*

Name: Kent LaRogueTitle: Director, Corporate Marketing SupportCompany: Management Science America

Address: _____

Telephone: (404) 239-2000 ext 2468

☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Did not attend</i>				
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Marketing Intelligence - use for
strategic planning
- (B) Product development
- (C) _____
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Don't use it enough to see any
real weaknesses

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Will attend this year conference

Paul Chen was major user of the service. He left the company and we haven't filled our market research slot, we are looking

Very satisfied with INAT's numbers rely on them when developing our own forecasts

Thank you

INPUT



10/15/86

Haven't used
the service in
New York that much
would be hard to
renew in 1987 based
on the use.
Potential renewal problem

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Kathy Klein

Title: _____

Company: McKinsey & Company

Address: _____

Telephone: (212) 909-8448☐

Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you

AMKT7/86

INPUT



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports <i>haven't used the reports</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Support <i>for Michael is so terrific</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Individual projects for clients
- (B) Software services directions
- (C) Hotline is great when we think about using it
- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Reports are too long - would like
issue papers or a newsletter
- (B) once a month to keep us thinking
about using the service
- (C) /
- (D)

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Our most
recent use we
had*



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Newsletters would be a good addition

Evaluating INPUT for next year would help to have someone in NY to explain how to use the service

Internal problem at McKinney - people just aren't using the service. Suggested I call Sameer Patel and Janice Guerin and introduce the service.

Everything falls apart when Jan McKinney is away, no one is really very responsible

Thank you



Sept. 22, 1986

PLANNING SERVICES
EVALUATION

JULY 1986

Name: Pam PetersTitle: Brain ResearchCompany: NYNEX CORPORATION

Address: _____

Telephone: (914) 683-2163☐ Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports <i>Very satisfied with hotline vertical</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service <i>Very responsive - just picked up</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch <i>hardy to get a complete list</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) specific markets - vertical market information
- (B) keep up to date on current markets,
key players
- (C) spotting new trends
- (D) partnership,
exploring specific markets

INPUT



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) Virtual market reports need an index

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

*- sales
people don't
seem to be
prepared*

Cecilia Cunningham is very good



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*specific
informative
seminars
are very
good - target
our subject*

6. Please add any other comments or ideas you wish to convey.

→ Index subjects

*bestner, CRT all have subject
index to reports*

Regional seminars are excellent

Thank you

INPUT



9/1/86

JMS

PLANNING SERVICES
EVALUATION

JULY 1986

Name: David Weisman

Title: _____

Company: Poxus Information Services
Corporation

Address: _____

Telephone: () 982 - 1720☐

Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

Did not belong in 85

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Understand US markets - need to
know these markets to introduce
- (B) our products successfully
in the US
- (C) _____

- (D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) No real apparent weaknesses - ~~am~~
satisfied with the materials
- (B) I have used
- (C) _____
- (D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Very satisfied at this point

Thank you

INPUT



9/23/86
JMD

PLANNING SERVICES
EVALUATION

JULY 1986

Name: John Ryan

Title: Sunward Data Systems Inc.

Company: _____

Address: _____

Telephone: (215) 341-8700

☐

Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Only look at executive summaries</i>				
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Call Peter directly when I need information</i>				
Client Conference	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>less valuable as the previous ones</i>				
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>like this very much wish it came earlier</i>				
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 Please list the most significant benefits of program use by your organization.

- (A) Key things that will help -
some industry reports
- (B) Chester conference - helps me
develop new thoughts
- (C) Access to Peter
- (D) _____
- _____
- _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

(A) _____

(B) _____

(C) _____

(D) _____

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> <i>Peter</i>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Sign up every year so I can call
later - like having a private
consulting service

Thank you



Sept. 19, 1986

PLANNING SERVICES
EVALUATION

JULY 1986

Report to Debbie Senors
in strategic marketing
managing market research

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Please check this box if
company, address, or
telephone information
listed above has changed.

Upon completion, please return in business reply envelope provided.

Thank you



Program: MARKET ANALYSIS PROGRAM

1 Please indicate your level of satisfaction with the 1985 program.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Hotline" Client Inquiry Service	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Did not use in 1985

2 Please list the most significant benefits of program use by your organization.

(A) looking at market analyses & forecasts(B) Introduction to new technologies

(C) _____

(D) _____



3. Please list the most significant weaknesses of the program as perceived by your organization.

- (A) Service seems to be disappointed -
never know when we're going
to receive materials
- (B) Real communication problems with
Hotline clients - seems like
no one cares at INPUT if we
use the material
- (D) Vendor watch data gets out too late -
but its good if material

4. How do you view the INPUT personnel with whom you have had an opportunity to interact?

	SALES STAFF	HOTLINE STAFF	RESEARCH STAFF
Extremely Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mostly Competent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Contact	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



5. Please indicate your current level of satisfaction with 1986 program products and services received to date.

	Very Satisfied	Moderately Satisfied	Dissatisfied	Does Not Use
Reports	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
"Hotline" Client Inquiry Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Vendor Financial Watch	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<i>Data needs to get out to us sooner</i> Client Support	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please add any other comments or ideas you wish to convey.

Send a list of all deliverables -
will make available
marketing literature

Originated out of Sallie when she
changed positions

Thank you

